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IN THE UNITED STATES DISTRICT COURT FOR THE
                   WESTERN DISTRICT OF OKLAHOMA
     BETTY ANN MARSEE,
     Administratrix of the Estate )
     OF MARVIN SEAN MARSEE,
     Deceased,
                    Plaintiff,
                                     No. Civ-84-2777R
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     UNITED STATES TOBACCO CO.,
     a New Jersey corporation,
 8
                   Defendant.
             TRANSCRIPT OF JURY TRIAL PROCEEDINGS
                    Thursday June 19, 1986
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     Appearances:
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     HON. DAVID L. RUSSELL,
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     U.S. District Judge, Presiding
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                           GEORGE W. BRALY, Esquire
                           DANIA DESCHAMPS-BRALY, Esquire
15
                           Braly & Braly
                           217 North Mississippi
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                           Ada, Oklahoma 74820
                               . Appeared for Plaintiff.
17
                           TIMOTHY M. FINNEGAN, Esquire
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                           Rockefeller Center
                           New York, N.Y. 10020
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                                   à n d
                           ALSTON JENNINGS, Esquire
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                           Wright, Lindsay & Jennings
                           2200 Worthen Bank Building
22
                           Little Rock, Arkansas 72201
     Volume 35
                                  and
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                           ANDY COATS, Esquire
                           Crowe & Dunlevy
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                           1800 Mid-America Tower
                           Oklahoma City, OK 73102
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                                Appeared for Defendant.
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Maynard E. Peterson, CSR Acting Official Reporter

BE IT REMEMBERED, that on the 19th day of

June, 1986, the above matter coming on for jury trial

before the Honorable David L. Russell, United States

District Judge for the Western District of Oklahoma,

and the parties appearing in person and or by counsel

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as hereinabove set forth, the following

## MORNING SESSION

Thursday, June 19, 1986.

THE COURT: Good morning, ladies and As is obvious, we changed courtrooms to accommodate the group of people that wish to see the closing arguments.

Let me describe to you what will be happening this morning. As I believe we notified you yesterday, both the plaintiff and defendant have rested their case and you have heard all of the evidence. It now becomes the time for the closing arguments.

The plaintiff makes the first argument in

The defense then gets an opportunity to closing. make their argument, and the plaintiff then gets an opportunity for rebuttal. I have given each side a total of an hour-and-a-half to make their arguments. We will plan on taking, after plaintiff makes its opening argument, we will take a short recess at that time, then another recess at the conclusion of the defendant's argument. So I anticipate completing all the arguments before lunch.

Mrs. Braly, will you make the openin statement for the --

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MS. DESCHAMPS-BRALY: Yes, Your Honor, and if you would be so inclined, I would like to inform the jury that we are going to split it between my husband and myself, since we have tried the case together, the opening and closing.

That's fine. Mrs. Braly will THE COURT: make the opening argument on behalf of the plaintiff. Mrs. Braly.

MS. DESCHAMPS-BRALY: Good morning. May it please the Court, ladies and gentlemen of the jury. Sean Marsee died over two years ago, tragically, pitifully, the worst way to die, according to Doctor Kent Westbrook. When my husband and I decided to take this case almost two years ago, the case that

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has brought us to this courthouse, we decided then that we would prove to you on the evidence that Copenhagen Snuff killed Sean Marsee and if we would not prove it to you on the evidence, then not at all

Sean is entitled to justice in this courtroom, and that is what his mother asks of you. You are to decide the case on the evidence you have Judge Russell will instruct you that that is your only duty.

Some of the evidence is not disputed, even by U.S. Tobacco. It is not disputed that Sean Marsee died of mouth cancer. It is not disputed that his mouth cancer arose on the tongue, on the same side on which he kept his quid of tobacco.

It is not disputed that Sean Marsee was a loyal and faithful user of Copenhagen Snuff for approximately six years of his short life.

It is not disputed that Copenhagen Snuff contains nitrosamines. It is not disputed that out of all the snuff tested by the American Health Foundation, Copenhagen Snuff contained the highest levels of what you have come to know as NNN and NNK. It is not disputed that Copenhagen contains another nitrosamine known as nitrosomorpholine.

It is not disputed that during his six years

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of snuff-dipping, Sean Marsee put more nitrosamines into his mouth than he could possibly have consumed by eating any other consumer product on the market.

It is not disputed that U.S. Tobacco has even admitted that its highest executives knew that there had been for many years, at least, a scientific controversy over whether snuff could cause cancer and other oral diseases. You heard Mr. Bantle tell you that. You heard Per Erik Lindqvist tell you that, and you heard Doctor Richard Manning tell you that when we could get him to tell you anything at all.

What is it that Manning had to hide? What is it that Manning would not tell you? It is not disputed that U.S. Tobacco has known that their snuff contained nitrosamines since 1974. That's 12 years ago.

It is not disputed that the amount of nitrosamines that Sean Marsee put in his mouth using the defendant's product was more than sufficient to have caused cancer many times over if the equivalent had been applied to the mouth in a laboratory animal. It is not disputed that at no time did U.S. Tobacco ever put warnings on the Copenhagen Snuff Sean Marsee bought and used here in America, although it was putting warnings on their products in Sweden.

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It is not disputed that Sean Marsee thought that snuff was safe. Sean many times told his family that snuff was safe. It had to be. It didn't have any warning labels on it. And surely if it wasn't safe, those professional athletes that he admired and that he looked up to would not be out there promoting a product that wasn't safe.

You see, U.S. Tobacco had a huge conflict of interest. On the one hand, they had a moral and a legal duty to advise their consumers that their product could possibly be dangerous, that it had dangerous ingredients in it. On the other hand, they wanted to protect the profits that they made each year from not putting those warning labels on.

And when the Bantles and the Mannings and the Lindqvists sat around the board room table to make the decision as to whose interest is sacrificed, they sacrificed the interest of the consumer, of the unsophisticated and trusting Sean Marsees of this nation, coldly and callously. They knew precisely what they were doing.

To play with anyone's life for the sake of profits is appalling and unforgivable. To play with the life of a child is an unforgivable abomination.

Sean Marsee had no way of knowing that the

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four-and-a-half cans of Copenhagen Snuff that he was consuming approximately each week were causing the cells in his mouth to turn into voracious monsters that would consume his handsome youth, his vigor, his athletic abilities, and finally when he had nothing else left, his weary mutilated body.

I do not believe that defense counsel will stand before you and tell you that Copenhagen Snuff does not cause cancer. I believe instead that they will say, "It has not been scientifically established that snuff causes any human disease, including tongue cancer."

We say if the U.S. Tobacco Company even had a remote knowledge of the possibility that it could cause harm to humans, then it should have warned.

What is in dispute is this. Do nitrosamines cause cancer in animals, in mammals, mice, hamsters, other orders of animals?

Doctor Hoffmann said they do. Doctor Steve Hecht said they do. Doctor William Lijinsky said they do. Those experts who have devoted their lives to studying these questions have said that every single one of 40 species of animals that have been tested with nitrosamines have developed cancer. The Surgeon General of the United States says they do.

The International Agency for Research on Cancer says U.S. Tobacco says it has not been they do. scientifically established:

The second question. Are nitrosamines dangerous to humans? Doctor Dietrich Hoffmann says they are. Doctor Hecht says they are. Doctor Lijinsky says they are. Doctor Rohrer, defendant's own witness, in his article that was read to you in this courtroom says they are. The Surgeon General of the United States says they are. The International Agency for Research on Cancer, which you have now come to know as IARC, says they are. U.S. Tobacco says it has not been scientifically established.

The third question. Have studies of large human populations shown that people who use snuff are more likely to develop mouth cancer than people who do not? Doctor Carl Hook, who diagnosed and treated Sean, said they have a greater likelihood of developing cancer. Doctor Lester Breslow said they have a greater likelihood of developing cancer. Doctor Westbrook said they have a greater likelihood of developing cancer. Doctor Prakash Gupta from Bombay, India, trained at Johns Hopkins, said they have a greater likelihood of developing cancer. Surgeon General of the United States says they have a

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greater likelihood of developing cancer. International Agency for Research on Cancer says they have a greater likelihood of developing cancer.

And clinical doctors, such as Doctor Kent Westbrook, and studies that we have read to you by other doctors practicing medicine and seeing these poor victims as far back as 1915 have said that they have a greater likelihood of developing cancer. occurrence is so frequent, in fact, that they have given a name to such cancers. They have branded them as "snuff dipper's cancer." U.S. Tobacco says it has not been scientifically established.

A famous man of science once said, "All the writing on the wall of science is invisible to those who most need to read it."

For weeks now you have heard defense counsel cross-examine our witnesses and stress over and over that all we have shown is a statistical association between the use of snuff and oral cancer. Their experts have said that it has not even been scientifically established that smoking is a cause of lung cancer. So says U.S. Tobacco. You cannot prove causation in Sean Marsee or in anybody else. know full well that by their definition, proof of causation is philosophically and practically

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impossible in this world.

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By their definition scientists could not prove that the sun will rise tomorrow, but you and I with experience and common sense still make plans each night to get up the next morning, get dressed and go to work.

Only an unethical scientist would perform experiments on humans. Such a scientist could select identical twins for his experiments. He would make sure that they had the same diets, the same toothpaste, the same deodorant, the same exercise, the same everything. Then he could have one out of each of those set of twins use snuff, the other would not.

The first, the users of the snuff, would be his laboratory test subjects. The remaining twins would be the control group. If every experimental twin developed oral cancer, we would have the type of proof that U.S. Tobacco would finally admit has established causation, but that experiment will not be done because ethics and our sense of humanity makes us shudder at the thought of human guinea pigs. U.S. Tobacco does not approve of human experimentation. Of course, not. No one does. so scientists work with animals.

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But you cannot make assumptions from animals to mankind, says U.S. Tobacco, and statistics don't prove anything U.S. Tobacco tells us, although they spent millions and millions of dollars each year based on statistics for their advertising to determine who is going to buy their product and what is the best way to sell it.

What the doctors in their practice see as they treat patients is not proof, since it isn't a controlled scientific study, says U.S. Tobacco. And so you see, Mrs. Marsee, you cannot prove causation.

Members of the jury, let us suppose for a moment that this was a criminal case and lying dead on the floor is a man with a bullet hole in his Standing over him is another man holding a smoking pistol. There are many other people who could have killed that victim. The attorney might come in and say, "Well, it's even possible that the victim killed himself, but, ladies and gentlemen of the jury, using your common sense and your experience, I doubt that even Mr. Jennings could convince you that anyone else besides the man standing over the victim that was holding that smoking pistol was the one who killed the man on the floor.

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That is, however, what they are asking you to believe here, that something else, they don't know what, but something else besides the snuff that Sean kept between his cheek and his gum was what caused that cancer. They don't know, something, but not their product.

And what is their alibi, so to speak? do they think that you should believe this? This is the way it goes. Cancer of the tongue in the young is rare. So says U.S. Tobacco, there is no way to establish that the snuff that Sean used was anything more than a coincidence. In some of the literature the authors say they can't find any apparent reason for tongue cancer in young people. He might have gotten the cancer even if he had never used a can of snuff.

The fact that he did use snuff, that he kept it right opposite where he got the tongue lesion and the earlier leukoplakia in the same area proves nothing, says U.S. Tobacco. If you will remember back to those articles that Mr. Jennings kept bringing up, you will recall that one young person had pipetted carcinogenic chemicals. That's when they have those little glass kind of straws that they The author in that article did not decide that

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that young person's tongue cancer was mysterious and unknowable. He had an apparent reason staring him the face.

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In another article one young boy received radiation to the head years before. The author of that article didn't pick the mysterious over the Doctor Kent Westbrook, I think, said it obvious. best. If a young person drops dead suddenly, which happens rarely, but it does happen, you suspect that for some unknown reason there was cardiac arrhythmia. But if you see that same young person running across a field and you see him struck by a bolt of lightning and he drops dead, you don't look for the unknown cause of some arrhythmia. You have that cause staring you in the face.

We have never, not one of our experts, has ever tried to tell you that everyone who develops oral cancer uses tobacco nor that everyone who uses tobacco gets oral cancer. What we have brought before you, I submit, is overwhelming evidence by the leading scientists and researchers in this world that most oral cancers are associated with the use of tobacco. That rarely do head and neck surgeons see oral cancer in nontobacco users, and that if you use snuff, your chances of getting oral cancer are

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greatly increased.

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have heard experts tell you that the area most frequently affected is the buccal groove between the cheek and the gum, but that when one uses smokeless tobacco, the entire oral cavity is at risk.

I submit to you, ladies and gentlemen, that if you see a young man with cancer of the mouth after consuming 16 milligrams of nitrosamines for every two pounds of his body weight for the last six years of his life, I submit you do not have to look for mysterious, occult causes. It's right there between his cheek and his gum.

They speak about the rarity, but remember what you heard, ladies and gentlemen, before the cigarette companies began to promote their product, lung cancer was never talked about. It was a rare disease. Now, we have a nation of smokers and lung cancer has moved to the top of the list of cancer killers.

I suggest to you that if U.S. Tobacco had not enticed Sean Marsee to become addicted to their Copenhagen product, if from a time long before he was old enough to shave he had not had an overwhelming physical need to obtain a nicotine kick and to maintain a nicotine level around the clock that would keep him from feeling bad, Sean Marsee would be in the army today, serving his country, and perhaps running on an army track team somewhere. I think it is as simple as that.

When we have finished, what is called final argument, I believe Judge Russell will instruct you that we on behalf of Mrs. Marsee, as it should be, bear the burden of proof in this case. That burden of proof, ladies and gentlemen, is not beyond a reasonable doubt, it is not to a scientific certainty. Our burden of proof in this civil case is what we call a preponderance of the evidence.

I want to talk to you for a minute about that standard, about the preponderance of the evidence.

Preponderance of the evidence simply means that you must be persuaded that the case we have presented to you is more probably true than not true. You must decide that it is more probably true than not true that Copenhagen Snuff is unreasonably dangerous and you must decide it is more probably true than not true that Copenhagen Snuff was a direct cause of the cancer that killed Sean Marsee.

The Judge, I believe, will also instruct you that the Copenhagen Snuff must be a direct cause of

Sean's cancer, but it need not be the only cause. If Copenhagen snuff is a direct cause, then U.S. Tobacco is responsible, even though there may be other causes in existence.

Now, returning to preponderance of the evidence. Another way to state it is to refer to the analogy of the scales of justice. When we began this trial, the scale was evenly balanced. That is why Judge Russell took so much time and gave so much effort in selecting the jury, because when this trial started, he wanted to make sure that none of you had any particular feelings, one way or the other, either in favor of Mrs. Marsee or of U.S. Tobacco.

All of the evidence that we have presented to you, both by spoken testimony and by all of the exhibits that have been admitted into evidence, you put on our side of the scale. After you have reviewed all of that evidence, then you must determine whether we have tilted that scale just even so slightly. When you have reviewed all of the evidence submitted by both plaintiff and defendant, if you find that that scale is still tilted even slightly in our favor, or more, then Judge Russell, I am confident, will instruct you that it becomes your duty to find in favor of Mrs. Marsee and against U.S.

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Tobacco.

I might also mention to you at this time that you are entitled to have with you in the jury room for your use all of the charts and graphs and studies that have been admitted into evidence. They will not be automatically sent to you, but if you ask, Judge Russell will see that they are provided for your use.

Now, let me move on to another area. If we have persuaded you that snuff more likely than not causes cancer and that Copenhagen Snuff was more likely than not what caused Sean Marsee's cancer, this is the time to talk about damages. We are asking for three kinds of damages. Judge Russell, I believe, will instruct you that if the facts so warrant you may award all three.

When this case started, we were asking for a fourth type of damage, that was what Sean would have contributed to his mother's support for the rest of his life from his future earnings. However, compared to the other damages in this case, it did not seem fair or important to burden you, the Court, or the record, and we have dropped that claim.

So the first type of damage is to repay Mrs.

Marsee for the medical, hospitalization and burial

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expenses that she has incurred as a result of the illness and death of her son. The amount is \$58,529.83. U.S. Tobacco has not disputed that number.

The second amount is to compensate Sean, were he still here, for the pain and agony he suffered as a result of the cancer caused by the defendant's product. How do you measure pain and suffering? How can any amount of pain and suffering ever be turned into dollars. I think that is one of the most difficult tasks that a jury has to perform.

All that you can do is to apply your own experience of pain and agony and horror to the evidence that you have heard in this case and draw your own conclusions.

the worst way that he can think of to die. At the end, you can't breathe, you can't eat, you can't swallow, you can't drink. Do you remember John O'Dell telling you how much Sean wanted to drink a glass of juice and he would put the cup to his mouth and he would pretend it was going down, but it was coming out his nose because he could not swallow, the tumors were blocking the way.

You have to be fed through a tube in your

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You have to breathe through another tube in nose. your neck, and you smell so bad that those people who love you most and want to make your last days as easy as possible are made nauseous by the smell of the dying, decaying flesh. You heard them tell you how they had to put deoderant bottles all around that trailer while Sean was asleep so he wouldn't know and so they could stand to be around him.

You are in constant pain and the narcotics that they give you serve only to dull that pain. They don't take it away. And so you become addicted to the narcotics to replace the addiction to nicotine that brought you to the miserable condition that you now find yourself in.

And, finally, at the end when all is taken from you, you come to look upon death as the final release, the blessing which your present misery makes welcome and which your religious faith tells you at last will bring you faith, will bring you comfort and will bring you release from pain.

Through it all, right to the last minute, the victim of that type of cancer is conscious and aware. He knows what is happening to him. endures every moment, every agony, every pain, every indignity of not being able to do for himself, every

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Sean knew that for sense of what might have been. him there would be no career, there would be no wife no home, no children. There would be no grandchildren to gladen the heart of his mother died with him a little bit each day.

Doctor Westbrook told you the oral cancer rarely affects the brain. It is conscious to the end, it is conscious to register the pain and the suffering. He knows everything that is happening to He knows he is dying. He knows there is no reprieve. He knows that the only release can be death.

You heard from Cheryl Strickland, the young lady who tried to help Sean cope with his pain. told you that during the time that she has been working with pain patients, she has seen somewhere between 3- and 4,000 of those patients. And she told you that Sean never complained, that he was brave, and yet she also told you that of those three or four thousand, he was suffering with those in the top ten in the amount of pain that he was suffering yet, he never gave up. He was as willing to endure her exercises and accept her counseling.

I can do no more than remind you of these You, in the jury room, in the privacy of

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your heart and with your fellow jurors must think
about these things and turn them into dollars.

Dollars that can never bring Sean Marsee back,

dollars that cannot relieve one moment of his pain
and suffering, but dollars which, nevertheless, the
law entitles him to recover. Since he is gone, the
law entitles his mother to recover for him just as
though he had lived long enough to ask you for them
himself. I suggest to you that \$5 million is an
appropriate number, but yours is a difficult task of
turning agony into dollars.

Betty Marsee suffered from the first day that she looked at her son's tongue and she knew something was wrong. She knew that that was not your average canker sore. And so she took Sean to the doctor and there was the first operation, and Doctor Hook told Betty. "Betty, if we are in the operating room more than one hour, you will know that Sean is in trouble." And the operation lasted much longer than one hour and Carl Hook came out to talk to Betty Ann Marsee, but he didn't have to tell her. She already knew, but she hoped. And sometimes hope makes suffering worse. She hoped that this operation would do it, that they had caught all of the cancer and

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that her child would be able to live free of this
horrible disease. But that was not the way it was
supposed to be, because they found a lump in Sean's
neck, and it was the cancer that had spread what we
now in this courtroom all call metastases, and so
there was another operation and she thought again
maybe, just maybe this time it's it, they have really
got it. And then Sean had radiation treatments five
days a week for five weeks, and it made him ill. He
would have to stop the car on the side of the road so
he could throw up. His sister Marian who loved him
couldn't stand it, she had to return to Tulsa because
she couldn't watch her brother go through that. And
when that was over, he was back in the hospital to be
treated for the effects of the radiation treatment.
But again Betty Ann Marsee hoped now everything will
be all right. And it was for a couple of months, and
the hope was there. But then it was dashed again,
because there was another lump. And this time Sean
was taken to a bigger hospital in Oklahoma City,
because Valley View couldn't handle the type of
procedure that he would need if surgery could be
done. And it was a long operation, and when it was
over and Betty Ann Marsee walked into the recovery
room, do you remember what she saw? Her son elevated

in a bed with tubes coming out of every imaginable

hole. He could not talk to her. He could just look

at her and her thought was, he's saying to me,

mother, I did not know it would be this bad. And yet

Betty never let on to Sean that she didn't think he

would be all right. She gave him all the moral

support that she could, and she worked. She worked

in her job, and she came home and she helped to take

care of her son.

between this mother and this son, how she cleansed his trach, how she bathed him, how she took care of him. She would come home from work and while he was still able to walk take him to the bathroom, give him a bath so he wouldn't smell so bad, later on do it in bed. But would she then go to bed and sleep herself? No. Marian has told you she would sit in a chair in the living room of that trailer house by Sean's hospital bed and sit with him, watch television with him, and Marian would say, "Mother, go to bed, get some rest." And she said, "No, I'll be all right. I'll be all right." And she kept it up for Sean's sake.

And finally, blessedly, Sean died, and he died in his mother's arms not too long after

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Christmas. And do you remember what that Christmas was like for Sean and for Betty? His sister Marian would not come home, not because she didn't fove her brother, but because she couldn't bear to see him.

Jason, who considered Sean to be his father, stayed away, he didn't come home until late on Christmas

Eve. Betty bought presents for all the children. She couldn't think of what to buy for Sean, because she didn't want to admit it, because she new that was his last Christmas. And she said, "I bought him a pair of cowboy boots, but I could not wrap the boots because I thought that if I wrapped them, he would surely die."

times like that people are not thinking logically.

It's their bare emotions. But the time came when

Sean in January had to go to the hospital and John

O'Dell tells us that although Sean couldn't talk, he

knew that the feeding tube was bothering Sean,

hurting Sean. He couldn't tell what the problem was,

but Sean pulled that feeding tube out of his nose,

and then again he does not know why, perhaps

realizing that that was his lifeline, Sean Marsee

tried to put the feeding tube back in. He tried to

jam it up his nose and he could not do it, and that

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was the only time that John O'Dell ever saw him cry.

helped and finally he died. It couldn't be done. A blessed relief for Sean, but not for his mother. She will live on with those memories perhaps it will dull with time as all things do, but any of you who are mothers or fathers know that the death of a child will never be forgotten and Betty will remember and grieve until the day she is at last with Sean.

No amount of money can undo her misery or her anguish, but you must put a dollar figure on it.

You must do that, and I suggest to you that the proper amount for her suffering is \$5 million.

punitive damages. You must decide how much money to take away from U.S. Tobacco in order to convince them that they were wrong, willfully, morally and evilly wrong. How much will it take to stop them from what the law calls a reckless disregard for the public safety? How much of a penalty will it take to make U.S. Tobacco and any other big corporation tempted to act the same way believe that we as a humane and just society simply are not going to tolerate anyone selling an addictive substance to adults and particularly to children knowing full well that there

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is at least a scientific controversy over the safety of the product and choosing profits over a warning label. How much of a dollar penalty will it take to convince U.S. Tobacco that our society is not going to tolerate the promotion of a dangerous product to lure boys as young as 15 years of age to use an addictive product, suggesting that it's the cool thing to do and in the meanwhile implying that it is a safe alternative to cigarettes.

How much of a penalty will it take to convince U.S. Tobacco that our society is not going to tolerate a company warning Swedish mothers of the dangers of its products because of orders of the Swedish Health Department, but denying voluntary warnings to American mothers? How much of a penalty will it take to convince U.S. Tobacco that it is less expensive to make a safer product than it is to make a dangerous one? The amount, Mrs. Marsee asks you to assess for punitive damages in this case is a large It is an enormous number. It is not an unreasonable number.

We have shown evidence that this company has grown rich during the time that it has used Walt Garrison and Carlton Fisk, Bobby Mercer and all the other techniques of advertising seduction . They have

grown to be No. 476 on the Fortune 500 list, and by their scale most profitable of all the Fortune 500 companies. In the year Sean Marsee's cancer was diagnosed, U.S. Tobacco made after all of its 5 expenses, all of its overhead, paying all of its 6 employees, it put into the bank \$136,540,000. Mrs. 7 Marsee asks that you award that amount. Their annual 8 profits before taxes for the year Sean became ill as 9 punitive damages for their reckless disregard. an enormous number. What they did to Sean Marsee was 10 an enormous evil. What they did to Betty Ann Marsee 11 12 was an enormous evil. It can never be rectified. 13 She will live with the knowledge of this evil for the 14 remainder of her life. It is a fair number. It is a 15 just number. It is a symbolic number, it is a number 16 that satisfies our sense of justice. It does not 17 take from U.S. Tobacco anything except the profits 18 they made in the year Sean became ill. It does not 19 put one man or one woman out of work. It does not put that company into bankruptcy. U.S. Tobacco will 20 21 remain one of the richest companies of its size in 22the world.

The law does not allow this enormous sum of damages to enrich Mrs. Marsee, although it will. is to punish, to set an example, and to prevent U.S.

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Tobacco and others like them who might be tempted to profit by trading in human misery to think long and hard before they do. Never again should a company feel that it is better for them legally to wait and be forced to put warning labels on a dangerous product than to do so voluntarily.

Want this kind of behavior to continue? Do you think it is time to say to U.S. Tobacco no more, warn now, don't wait for the government to make you do it.

Make your product safer, it may cost you some money, but it's feasible, and you out there looking in, take notice, don't act in the same way or the same thing may happen to you. If you do feel this way, punish them with a number big enough to get their attention. I submit to you that a proper amount is the profit they made in 1983. Any small number will bring a smile to their face, just as they have smiled throughout this entire trial.

Ladies and gentlemen, I submit to you that the writing on the wall of science was not invisible to U.S. Tobacco. They saw it. They read it and they deliberately chose to ignore it.

I ask you to find for Sean Marsee. In doing so, you will be finding for all those who might have

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Oklahoma City, 73102 - Oklähoma ask you to find for Betty Ann Marsee. In doing so, you will be finding for all the mothers who might try to stop their sons from using snuff, but don't have the information and amunition to do so. I ask you to return a total verdict for Sean and Betty Marsee in the amount of \$146,598,529.83.

name was Learned Hand, and he said, and on this I will finish. A corporation has no mind. It has no conscience, it has no heart, and it has no soul.

Sean Marsee had a keen young mind, he had a clear conscience, he had a big heart, and, ladies and gentlemen, whatever your decision in this courthouse may his soul rest in peace.

THE COURT: Ladies and gentlemen, we will take a short recess at this time. We will recess for ten minutes. Nancy will come and get you in just a few minutes before ten minutes. And everyone remain seated while the jury exits. And while you are out, again, let me admonish you, don't let anyone discuss the case around you, don't discuss the case among yourselves, just take a recess and be back here in ten minutes. Everyone remain seated while the jury exits.

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1 Remain seated while the jury exits. (The following proceedings were had OUT OF THE PRESENCE AND HEARING OF THE JURY.) THE COURT: Court will be in recess for ten 5 minutes. 6 THE COURT: Ladies and gentlemen, Mr. 7 Jennings will make the final argument on behalf of 8 the defendant. 9 Mr. Jennings. MR. JENNINGS: May it please the Court, ladies and gentlemen of the jury. I anticipate that 11 the Court will tell you in his instructions that you are not to decide this case on the basis of emotions, 13 14 on the basis of sympathy, on the basis of prejudice 15 I assume that Mrs. Braly was aware of that when she prepared her remarks and when she delivered 17 them. I think the Court will tell you further that a corporation is entitled to the same consideration by 18 a jury as an individual is. I'm sure that Mrs. Braly 19 20 was aware of that when she talked about the heartless, mindless, soulless corporation. I happen 21 22 to think you will heed the Court's instructions. So 23 for that reason I want to talk to you about the scientific evidence in this lawsuit. 24

I want to say to begin with that I suspect

that this is a day that some of you thought would never arrive. We are about to finish this lawsuit. I want to thank you sincerely for your patience, for your attention to the witnesses and to everything that has been presented in this lawsuit, and I thank you not only in my behalf, but also in behalf of Mr. Garrison and Mr. Coats and Mr. Finnegan, and we do sincerely appreciate it.

As Mrs. Braly has indicated, the Court is going to tell you, we think, in his instructions that one of the things that you have to determine is whether or not it has been established by a preponderance of the evidence that Sean Marsee's tongue cancer was caused by snuff.

The Court will tell you, I believe, that the plaintiff has the burden of proof. The plaintiff must present evidence that, when weighed against all the other evidence in the case, will satisfy you that Sean Marsee's tongue cancer was caused by Copenhagen Snuff. So I want to talk to you about the evidence on that subject.

We know, it is undisputed that everybody who uses snuff or any other tobacco product doesn't get cancer. In fact, we know that the overwhelming majority of people don't get cancer. Does that prove

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that it doesn't cause cancer? Certainly not. Does it prove that it does cause cancer? Certainly not. We know something else that is undisputed. We know that people who have never used tobacco get cancer, including tongue cancer. Does that prove that tobacco doesn't cause cancer? It absolutely proves it didn't cause cancer in those people. That is absolute proof. Those people who have never used tobacco didn't get cancer from tobacco. That is for sure.

Now, with those things in mind, let's look at the evidence. Let's start with Doctor Carl Hook. Now, I'm not so much interested in what a witness says his opinion is as I am in why he holds that opinion. What is the basis for the opinion? What supports the opinion? Now, keep in mind that it is undisputed that Carl Hook had never seen a case of tongue cancer in a young person in his entire practice. He had never heard of a case of tongue cancer in a young person. He made no effort to search the literature to see if there had ever been a tongue cancer in a young person and, if so, what the official or unofficial scientific opinion was about it.

Furthermore, of course, we know that Doctor

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Hook didn't ask for consultation. He didn't refer the patient. He undertook to proceed to treat the patient. He delayed surgery for six weeks, but then Doctor Hook comes in and says "Sean Marsee"s tongue cancer was caused by Copenhagen Snuff."

Well, he didn't learn that from his own clinical experience. He didn't learn it from anything in the literature. In fact, he admitted quite frankly that he knew of no literature supporting the proposition that tongue cancer in young people is caused by tobacco.

So what is the value of Carl Hook's opinion? It has value only if you can find some basis for his opinion, and he has none.

Then, let's look at Doctor Westbrook. Doctor Westbrook is a fine gentleman. He's a friend of mine. We are both from Little Rock, Arkansas. Ι have known Doctor Westbrook for years, but Doctor Westbrook told you he had never seen a case of tongue cancer in a young person in his practice. He told you that he had not read anything before he was asked about this case about tongue cancer in young people. And he told you that after he did read it, that he found out that apparently all the literature said that there was no known cause of tongue cancer in

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these young patients. And he told you that he knew of no literature that said there was:

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Now, in that connection I think you can now see why the Court tells you don't let sympathy or emotion play any part in your verdict, because, ladies and gentlemen, every one of those young people who had never used tobacco in any form who had tongue cancer and died suffered just like Sean Marsee did, and their parents and their families suffered just like the Marsee family did, but they didn't use tobacco and they didn't come in asking for 146 million dollars from somebody because of that.

And another thing that Doctor Westbrook told you that I found very interesting. That was that he formed the opinion that tobacco causes tongue cancer after he was contacted with regard to the Marsee case. Now, here's a doctor who has been practicing for some time. He's done a study himself in 1975 of cancer of the buccal mucosa and gum that he found in his opinion to be related to the use of snuff or tobacco. And yet he hadn't formed any opinion whatsoever about snuff causing cancer of the tongue and especially cancer of the tongue of young people until he was contacted with regard to Sean Marsee.

And quite amazingly, Doctor Lijinsky, who had done

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research with nitrosamines. Of course, he had never done any research with snuff, and he had never had anything to do with research as far as human beings were concerned, but he had done research in nitrosamines for years, and lo and behold, he didn't decide that snuff caused cancer to the tongue until he talked to Mr. Braly.

Now, ladies and gentlemen of the jury, that is the testimony in this lawsuit. And the only other live witness was Doctor Breslow, and Doctor Breslow is an epidemiologist. Doctor Breslow would be interested in what was shown by studies in the human population, I assume. And Doctor Breslow thought that the Winn report was really something you could hang your hat on. And perhaps you recall what Doctor Breslow said when I asked him, "What did the Winn report show with regard to tongue cancer?"

He said, "I don't know."

Now, here is an epidemiologist who is being asked to testify in a lawsuit involving a tongue cancer, and he hasn't even attempted to find out what the only epidemiological study that he knows of in the United States throwing any light on the subject shows with regard to tongue cancer from the use of tobacco

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Well, we have decided that maybe that would be of interest to you. So we got Doctor McCrae to come in and tell you what the data from the Winn report showed. And, oh, he got abused and criticized because he traveled all the way from London to testify.

Let me ask you this. Has anybody ever questioned the accuracy of his testimony? anybody ever questioned his computations or the facts that he got from the Winn report, the Winn data? they have, I haven't heard it.

And he told you that he had studied the data with regard to tongue cancer backwards and forwards from every direction and he had come to the conclusion that there was no statistically-significant relative risk from the use of tobacco and the occurrence of tongue cancer, and that's what the Winn Study showed.

And then he got accused of slicing the onion, because he wanted to find out what the Winn Study showed about tongue cancer, which was what this lawsuit is about, he got accused of slicing the And when Doctor Deborah Winn eliminated death onion. cases, eliminated every other site of cancer except the buccal mucosa, eliminated every patient in the

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who had used snuff for less than 50 years, then she apparently came up with something that hadn't resulted from slicing the onion. She had sliced the onion to the point there wasn't any onion left, and it came up with a 47.5 relative risk. For what? For cancer of the buccal mucosa and gums.

So when we asked Doctor McCrae to look at tongue cancers, we thought we were directing his attention to the issue in this lawsuit. Now, Doctor Macrae didn't testify with regard to the cause of Sean Marsee's cancer wouldn't pretend to testify to that. He was called to testify as a biostatistician or medical statistician as to what figures show.

We had two other witnesses who were not causation witnesses, but I would like to mention them for just a moment. Doctor Shafer. Doctor Bill Shafer, recognized as, well, according to Doctor Park, who was a witness whose deposition was taken by the plaintiff, I don't think he wound up being the plaintiff's witness, but his deposition was taken by the plaintiff, testified that Doctor William Shafer is the father of oral pathology. And he came in to testify about what he had done in his capacity as a member of the Scientific Advisory Board of the

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Oklahoma City, Oklahoma 173102 Smokeless Tobacco Research Council to further And he research into smokeless tobacco and health. got abused, accused of being a tool of the tobacco industry and every effort was made to humiliate him, but he still has the position in the scientific community of being an eminent scientist, and that's the reason that he was selected to be a member of the Scientific Advisory Board.

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Then Doctor Furst, the toxicologist. There has been all this talk about nitrosamines, so Doctor Furst was asked to come and testify. And he didn't testify about causation. He testified about the general subject of toxicology, animal studies and things of that nature as a chemist. And he wound up with some tortured figuring to try to show that use of Copenhagen Snuff for six years somehow can be transformed into 15 years and in an 18-year-old boy can be transformed into a 60 year old person. you tell me how you can hold tobacco in your mouth for 15 years over a six-year period, I don't know how you would do it.

But, in any event, the reason that he was put through this tortured logic was why? It was because he had testified that Doctor Hecht, a witness for the plaintiff, had done some research and had

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come up with the theory that from that research it was possible that nicotine might act as a competitive inhibitor of the metabolic activation in the oral mucosa of NNN and NNK.

And Doctor Furst said that sounded reasonable to him because snuff didn't cause cancer in animals, but the components, some nitrosomines did, so it might be that the snuff somehow acted as an inhibitor. And all he was doing was agreeing with Doctor Hecht and Doctor Lijinsky. Another witness for the plaintiff agreed with Doctor Hecht that that was apparently what Doctor Hecht's experiments showed.

I suspect now that the scientific community is breathlessly awaiting an explanation from Mr. Braly on peanut butter and mushrooms. They also happen to be noncarcinogenic in their form as peanut butter and mushrooms, but they have things in them that are carcinogenic. But let's get down to the witnesses who testified on the issue of causation.

Now, Mrs. Braly talks about what United States Tobacco Company is going to say. I am the spokesman for United States Tobacco Company, and what I am going to say is what these people said from the witness stand and what the literature says.

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going to say anything as coming from me and, therefore, United States Tobacco Company is not going to tell you anything coming through me except what the witnesses have told you. That's what we are here to hear. That's what you were selected to hear. And let me tell you not only what the witnesses said, but who they were. And let's start

with Doctor Ackerman. There is no possible question of Doctor Ackerman's position in the scientific world. Doctor Ackerman wasn't sitting in that witness chair in the other room putting his reputation on the line with testimony that he didn't believe in wholeheartedly. And he told you that this tongue cancer was not caused by snuff, in his opinion, and he told you why he didn't think it was.

Lauren Ackerman is no friend of the tobacco industry. Lauren Ackerman back in 1948 wrote a paper about verrucous carcinoma in the buccal fold, but Lauren Ackerman knows the difference between the buccal mucosa and the gums and the tongue.

Doctor Binnie from Baylor College of Dentistry in Dallas, Doctor Binnie told you that in his opinion this tongue cancer was not caused by tobacco.

Doctor Hansen from San Francisco.

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Hansen, incidentally, was one of those invited to attend the Malmoe conference that Doctor Axell headed up and that was talked about so much about Doctor Pindborg. We will get to that later.

Doctor Hansen told you that in his opinion snuff did not cause this tongue cancer. Helfrick -- Remember Doctor Helfrick? He is the one who said that he abhorred snuff. And he sat there on that witness stand and told you that snuff didn't cause that tongue cancer, and he told you why he was here. Said he was here because if people accepted the fact that tongue cancer was caused by tobacco, that that was all there was to the guestion, that they would quit looking for other causes and the people who didn't use tobacco and got tongue cancer would go on and on with nobody trying to find out what was happening and how to stop it.

Doctor Axell. Well, Doctor Axell came a long way and he took quite a bit of abuse as a witness, and I think you might be interested in knowing with regard to Doctor Axell that Doctor Gupta really was responsible for Doctor Axell being here, because during the deposition of Doctor Gupta -- and you may not remember it, but it's in the transcript of his deposition -- he was asked, "Are you familiar

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with the work that has been done in Sweden by Doctor 1 Axell?" And he said, "I am familiar with it." The next question was: "That work has been .5 described by Doctor Pindborg as being the most 6 comprehensive study of oral buccal diseases ever undertaken. Would you agree with that evaluation of 7 it?" 8 "Answer: In the Western World, I think." So Doctor Pindborg, who is prominently 10 mentioned, listed as a witness for the plaintiffs, 11 but never appeared, thought that Doctor Axell had 12 done the most comprehensive study of oral mucosal 13. diseases ever undertaken in the Western World, and 14 Doctor Gupta agreed with Doctor Pindborg. 15 16 thought that somebody who apparently was generally 17 recognized as an authority might be somebody you 18 would like to hear from. 19 And, finally, Doctor Byers. Doctor Byers 20 had done a study on tongue cancer in young people. Doctor Byers told you what he thought about this, 21 told you that in his opinion there was no 22 relationship between the tobacco, the snuff, and the 23 24 tongue cancer.

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Doctor Byers is at M.D. Anderson; so is

Doctor Helfrick. Doctor Byers, before he came to Oklahoma City to testify told Doctor Le Maister what he was going to do, and Doctor Le Maister the national president of the American Cancer Society in addition to being the president of M.D. Anderson Hospital. And, Doctor Le Maister said, in effect, let your conscience be your guide.

was because of his conscience. Doctor Byers was here was because of his conscience. Doctor Byers didn't want to help U.S. Tobacco Company. He didn't come up here without having sympathy for Mrs. Marsee. Do you think there was a doctor who sat on that stand who didn't sympathize with the Marsee family? Doctor Byers felt the truth was important, sufficiently important to come and testify when it was really something he would have preferred not to do. He didn't want to come testify for U.S. Tobacco Company, but he did. He was trying to tell you something. He was trying to tell you something. He was trying to tell you that it is important that this lawsuit be decided on science, not emotion.

And how about Doctor Rohrer? There was an interesting witness. Doctor Rohrer was approached approximately a year before I ever knew he existed by Mr. Braly. Now, Doctor Rohrer's preference and the popular thing for Doctor Rohrer to do would have been

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to testify in favor of the plaintiff. But his conscience wouldn't let him, and he told Mr. Braly, "I can't help you." This isn't right."

And when I talked to Doctor Rohrer and said, "Doctor Rohrer, will you come in and tell the jury what the science dictates in this case?" He said, "Yes."

And he told you, and you don't have to believe it, but he told you he wasn't doing it for money. Now, I imagine Mr. and Mrs. Braly think money is everything, but it's not to conscientious people like the witnesses we presented to you here.

And let me tell you something else about this lawsuit that is to me the strangest and most interesting thing about it. Sean Marsee was treated by dozens of doctors in addition to Doctor Hook, and not one of them has come in here and testified that Sean Marsee's tongue cancer was caused by snuff, not a single one.

and what did Doctor Sobol say in his medical report. He said, "In view of the above findings, previous surgery and pathology, tempered with an understanding that carcinoma -- " that's cancer -- "of the anterior mobile tongue does indeed occur in patients under the age of 30 who are effectively

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nonsmokers."

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And Mrs. Marsee tells you that she didn't ask any other doctor what he thought about what caused Sean's tongue cancer and hadn't at the time of her testimony to this day asked him. Can you believe that any doctor who treated Sean Marsee and really thought that his cancer was caused by snuff wouldn't be in this courtroom?

One other interesting thing about Doctor Hook. When Doctor Westbrook was contacted. Doctor Hook sent a message through Mr. Braly to have Doctor Westbrook call him. And what do you think he wanted to talk about? The testimony of both Doctor Westbrook and Doctor Hook is that he talked about one thing and one thing only, and that was "what did you think of my treatment."

Doctor Hook never asked Doctor Westbrook what he thought about Sean Marsee or what caused Sean Marsee's cancer. All Doctor Hook wanted to know was "what did you think of my treatment." And Doctor Byers tells you that Sean Marsee should have been referred, in his opinion, that he didn't tell you that would have made any difference in the outcome, and I don't know that it would. I am not telling you that it would, but the fact of the matter is that

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Oklahoma City.

Doctor Hook was no more competent to testify about the cause of Sean's tongue cancer than he was competent to treat him in the first place, because he didn't know anything about tongue cancer in an 18-year-old. And that's the plain truth of the matter.

Now, there has been a lot of talk about nitrosamines. And I am going to make you a little promise, if I use all of my hour-and-a-half, I am going to be even madder at me than you are, but I do have a number of things I want to touch on.

Nitrosamines. Nitrosamines are an out-and-out smoke screen. "Nitrosamines cause cancer. You know we are going to prove it. We are going to take you to India. We are going to show that Copenhagen Snuff and all those nitrosamines cause cancer by taking you to India."

They don't have any Copenhagen Snuff in India. They don't even have any snuff in India. And the tobacco that they chew has a smidgen of nitrosamines compared to moist snuff, which they don't use. And then when we get to India to find out why nitrosamines in Copenhagen cause cancer, we find out that apparently smoking, reverse smoking, pipe smoking, hookah smoking, chewing, materials that

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don't contain tobacco, all those things cause cancer in India.

Now, whether that chew that they use over there that they don't put any tobacco in has any nitrosamines or not, I don't know. I haven't heard any testimony that it did.

Now, what in the world does that have to do with nitrosamines in Copenhagen Snuff in the United States? And why is it that in India where the nitrosamine level is so low the incidence of cancer is so high, and in the United States where the levels of nitrosamines are so high, the incidence of cancer of the mouth or the tongue is so low? Those are the kind of figures that are kind of informative.

And let's take the Winn Study. Oh, the Winn Study, it proves everything. And what kind of snuff did they use in the Winn Study? They used dry snuff. They didn't use Copenhagen; they didn't use Skoal; they didn't use any kind of moist snuff. And how many nitrosamines are there in dry snuff? So far as I know, nobody has ever found out. At least, they didn't tell you about it if they knew.

So we are going to prove that the level of nitrosamines in Copenhagen Snuff causes cancer by using studies from India where they don't have any

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kind of snuff and by using the study of Doctor Winn which involved dry snuff and which with regard to tongue cancers did not establish any increased risk that was statistically significant.

And while I am talking about India, Doctor Gupta, I don't know whether you remember this testimony or not, but I will tell you about it, and I could read it to you if I had more time. Gupta didn't know where the cancer was and didn't know where he held the quid. And he finally said, "Well, the cancer was in the mouth and he put the quid in the mouth."

Now, ladies and gentlemen, if I had brought a witness in here and put him on the stand and he had said, "I don't know where the cancer was and I don't know where he put the quid, but that snuff didn't cause his cancer," you would have died laughing. that's what Doctor Gupta said. Another thing Doctor Gupta's testimony proved was that not only are you more likely to have cancer if you live in India rather than the United States, but you could select districts in India where they don't have any cancer according to their study.

Of course, if you find that, you throw those districts out, you don't study them any more.

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not only is there a difference between countries, but there is a difference between districts within the countries. And they found out, as was pointed out, that people who used a chew that didn't contain tobacco had apparently the same risk of cancer generally as the people who used a chew that did contained tobacco and those that used a chew that didn't contain tobacco had of getting cancer of the tongue.

Now, what did that prove about Sean Marsee?

Nitrosamines were brought in in an effort to explain the mechanism of how Copenhagen Snuff caused cancer, but not only did all of these witnesses tell you that there is no scientific evidence that snuff causes cancer of the tongue in young people, but all of the literature that anybody has been able to find tells you that.

Now, I didn't create that literature. I found it, with help, but I didn't create it. The U.S. Tobacco Company didn't create that literature. It was there, going back to the 1950's. And it told you not only that in all of that literature nobody could come to any conclusion that tobacco was involved in any way in cancer of the tongue in young people, but every witness told you, and I know of no

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other literature that does reach that conclusion.

Now, you say, "Well, some of the people used tobacco." Well, look, if there is anything out there that's causing cancer, the people who use tobacco are running the same risk as the people who don't use tobacco. It would be absolutely amazing if people who use tobacco didn't get the same cancer that people who didn't use tobacco were getting. would begin to think tobacco kept you from getting cancer, and I don't think anybody has ever contended that.

The truth of the matter is that every effort has been made to avoid talking about tongue cancer by the plaintiffs. And I made every effort to talk about it, because that is what this lawsuit is about is tongue cancer. And, ladies and gentlemen of the jury, when you retire to the jury room, if you conclude from the evidence, as I think you necessarily must, that snuff did not cause Sean Marsee's tongue cancer, then that's the end of the lawsuit, because you have to find from a preponderance of the evidence that it was a cause in order to return a verdict for the plaintiffs in any amount.

But since I know you are going to hear

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something about things like marketing and warnings, that sort of thing from Mr. Braly, let me touch on those subjects just briefly.

Marketing. What does marketing have to do with Sean Marsee? He started out using Red Man tobacco. That was the beginning of his tobacco use. Red Man tobacco is not manufactured by U.S. Tobacco Company. It is a chewing tobacco. It is not advertised by U.S. Tobacco Company. So far as I know, it is not advertised by anybody.

And then according to the testimony Sean Marsee switched to Skoal, and the reason he switched, according to my understanding of the testimony, was peer pressure of his Boy Scout troop. And he didn't say he started using tobacco because of Walt Garrison. He didn't say he had ever watched a TV show that enticed him, according to Mrs. Braly, to use tobacco. Where is there any evidence that he was enticed to use tobacco? It just doesn't exist.

I know that a lot of youngsters probably look up to Walt Garrison. I do myself. I really have been pleased to have had the opportunity to know Walt Garrison. But there ain't no way he's ever going to sell me a can of snuff, I promise you that. I look up to Earl Campbell. One of the happiest days

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of my life was the day that Earl Campbell graduated from the University of Texas, and I'll bet you that that feeling was shared by every Arkansas Razorback fan in the state.

But that doesn't mean either that he appeals only to young people or that he's going to cause anybody to start using a product because he gets on TV and advertises it, because he uses it.

I admire John McEnroe as a tennis player, but if he will tell me what kind of shoes he wears, I'll guarantee you I will never buy a pair.

Addiction? What evidence is there that Sean Marsee was addicted to anything? I think one of his brothers testified that he tried to quit. Mrs. Marsee and his sister both testified that they never knew him to try to quit. There is no evidence of addiction, none whatsoever. That's why we didn't feel like we ought to waste your time putting on any testimony about addiction, so we didn't.

Warnings? The Congress of the United States has seen fit in 1986 to pass a statute that will require warnings on snuff beginning, I believe, in January of 1987, and the United States Tobacco Company will comply with the law, I assure you. until 1986 every time that Congress has considered

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tobacco products and warnings, they have made no requirement that warnings be placed on the snuff starting with cigarettes, they had the little cigars, never have they added snuff.

In 1979, the Surgeon General found that in spite of the Asian studies, there was no justification for concluding that smokeless tobacco caused cancer. And speaking of warnings, the warning? Sweden doesn't say a word about cancer, not one single word.

Now, a decision was made on the basis of judgment not to put a warning on a package, and whether that decision was right or wrong could be argued until the end of the world, but if you come to the conclusion from the scientific evidence that snuff did not cause Sean Marsee's tongue cancer, then that question is totally moot.

We had what were to me some interesting little side lights in this lawsuit. We had a dispute as to who was with Sean Marsee on the first visit to Doctor Hook. And I never did understand what that was about or how it came about or why there was ever any problem with it, but Doctor Hook testified that he made a note of the fact that Sean's mother was with him and Mrs. Marsee in her deposition said that

apparently changed her mind, which is perfectly permissible; if she changes her mind, thinks she wasn't with him, but then Doctor Luke changes his mind and decides that — he testified in his deposition she was with him. I don't know what that is all about, but it was kind of interesting.

And where he placed the snuff. I don't know what the problem was there. He either placed it here or he placed it here (indicating), and I don't have the slightest question in my mind that if he placed it here, he moved it back with his tongue. I don't doubt that. But I know one thing. He did not -- he held that quid between his cheek and his gum, and that quid was in direct contact with his gum and was in direct contact with his gum and was in direct contact with either the cheek or gum, and that's undisputed.

And if he did move it with his tongue, he would move it with the tip of his tongue and there wasn't a sign of any problem with the tip of his tongue.

So the theory is that it is the saliva that caused the problem. Now, in the buccal mucosa cases, the theory is that it is the direct contact, and

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that's how you reach the conclusion it must be the snuff causing the cancer because its direct contact, see, it's right there where they held the quid, that's the argument. But then if it doesn't develop right there where they hold the quid, then there is some argument that wherever it develops is still the snuff problem.

Well, if saliva is what is involved on Doctor Westbrook's cesspool theory, the principal collection of saliva is in the floor of the mouth, which would be under the tongue on the floor of the mouth. And if the saliva is the problem, how does the saliva select the right lateral border of the tongue? Saliva is all over the mouth. If you got all these nitrosamines running around there in the saliva, why aren't they causing cancer everywhere in the mouth?

Ladies and gentlemen of the jury. I think that it is abundantly clear from the testimony in this case that Sean Marsee's cancer of the tongue was not caused by snuff, but that's not what you have to find. What you have to find in order to return a verdict for the defendant is that it has not been proved that the snuff did cause the cancer.

Now, I know the question if snuff didn't

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cause it, what did? And I know the answer, and the answer from the witness stand from every witness plaintiff and defendant was "I don't know."

You don't have to come up with what did cause his cancer. If your answer is I don't know, then, it has not been established to your satisfaction that snuff caused it, and your duty is clear. Don't let me forget those five cases from India, had five youngsters, two eleven years old, two 16 years old, and one 17 years old. Four of them had never used tobacco and one of them had chewed tobacco for one year. And all five of them had cancer of the right lateral border of the tongue, exactly where Sean Marsee did. And everybody will have to agree that tobacco didn't cause the tongue cancer in four And I would have thought that everybody of them. would have to agree that it didn't cause the cancer in the fifth one and Westbrook, Doctor Westbrook did agree with that. He was asked what caused the cancer in those four, and he said, "I don't know." He said -- he was asked what caused the cancer in the fifth one, and he said "I don't know." But not Doctor Lijinsky. Doctor Lijinsky said that tobacco caused the tongue cancer in one of them and he didn't know what caused it in the other four. Now, if that's

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science, I don't understand it. I don't see how anybody who claimed to be a scientist could say, "snuff caused it in one but I don't know what caused it in the other.

And, ladies and gentlemen of the jury, when Doctor Westbrook tells you, if I've got snuff and cancer, I don't have to look any further, he's telling you something that is bad for science, because if people start taking that attitude, then there are going to be people out there having tongue cancer and dying of it and nobody trying to figure out why. And that brings me to Doctor Bloodgood.

Doctor Bloodgood decided in 1921 that all he had to do to prevent tongue cancer, tongue cancer, a preventable disease, was to get people to stop using tobacco. And Doctor Bloodgood was wrong and everybody admits he was wrong because the witnesses have testified you can ban tobacco from the face of the earth and you will still have tongue cancer. And we need to find out why. We don't need to have people who are supposed to be scientists saying, "oh, well, if there is snuff involved, that's the end of it, I am not going to look any further."

That's what these witnesses came here to try That's why I was able to get people of to tell you.

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that caliber to come here and testify, because they 1 2 know the importance of continuing to try to find out what's causing the cancer in young people when they know it is not tobacco. And I submit to you that cancer in other . 5 sites in the mouth are of no more relevance than lung 6 7 cancer in tobacco smoking. And whether tobacco smoking causes lung cancer has nothing whatsoever to 8 do with this lawsuit and whether a quid placed in the 9 buccal mucosa between the cheek and the gum causes 10 cancer where the guid is placed if it does, has 11 nothing to do with this lawsuit, and that's the 12 reason I haven't talked about it. 13 14 You all are most kind. Thank you. THE COURT: Ladies and gentlemen, we will 15 take another brief recess, another ten-minute recess 16 17 at this time. Again, remembering my admonitions to you, everyone remain seated while the jury exits for 18 ten minutes. 19 20 Court will be in recess for ten minutes. 21 (A brief recess was here had.) 22 THE COURT: Be seated. Ladies and 23 gentlemen, Mr. Braly will make the rebuttal argument in behalf of the plaintiff. 24

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Mr. Braly.

Thank you, Your Honor. MR. BRALY:

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If it please the Court, ladies and gentlemen of the jury. On my own behalf and on behalf of Mrs. Marsee and my law partner, let us thank you. I find it somewhat fitting that this comes to a conclusion in the same courtroom where it commenced some five weeks ago. Mr. Jennings wanted to talk about the scientific evidence. I assure you that I do, too.

I think one of the most startling aspects of Mr. Jennings' remarks was his complete and total failure to deal with the problem of one particular nitrosamine in snuff called nitrosomorpholine that has been shown to cause cancer of the tongue in laboratory animals at very, very low dose levels. Hе didn't mention that. I think you should hold itagainst him.

Of course, the reason he didn't mention it is because he didn't have any expert witnesses to come and testify to you that really knew anything about nitrosamines. Stop and think about it a minute. When Doctor Shafer got to the witness stand, he didn't know anything about nitrosamines, and I wasn't hard on that kind man. I felt sorry for the man, because this tobacco company had taken a good oral pathologist who's written a good oral pathology

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textbook, which, by the way, blames tobacco for a lot of things, and suggests that the the way you get rid of leukoplakia is to quit using tobacco and the way you get rid of leukoplakia on the tongue is to quit using tobacco. That's all in the textbook that is sitting there in a box.

But that good gentleman got on the witness stand, and this tobacco company had not been -- Let's just put it this way. The tobacco company had not bothered to inform him that they had known back in 1974 about nitrosamines in their snuff. You may recall that he was somewhat concerned about that, and as I recall, he sort of agreed that warnings should have been put on when that was known. And after he learned that, and he learned it for the first time on the witness stand, he got off the witness stand and he was shaking his head. I don't know why he was shaking his head, but I think shaking his head in disbelief that somebody hadn't bothered to tell him before they called him in here to put him on the witness stand.

I think that was deception on the part of the tobacco company, deception of their own witness. And I think it is somewhat characteristic of this tobacco company's actions in the way they have

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approached this trial.

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One of the really startling things is that this tobacco company has not been willing to bring to you, to put in the witness chair, a live company witness that knows anything about the science of snuff and carcinogens. I had to go take their deposition or you would never have heard from them, because the company sure as the devil was not going to bring them here so that you could judge their credibility in person. They keep them hiding in their corporate headquarters in Greenwich,

And if you stop and think a minute about the testimony of Doctor Richard Manning, about two weeks ago now, maybe two weeks ago today, you recall that man? That man speaks in what I have come to call since this lawsuit started — and I have given it a name sort of like the doctors have given this cancer that snuff dippers call it, and they call it snuff dipper's cancer — I call the kind of things that Doctor Manning testified to "snuffspeak," because that's all it was. Do you remember?

"I don't know what safe is. I don't know what dangerous means. I'm an organic chemist that has been working in the tobacco industry for 17

years, and I am the director of research and development for the United States Tobacco Company can't tell you how much nicotine is in the product. I am an organic chemist who has been in charge of reviewing the scientific literature on the subject of snuff and its safety."

And then I asked him what I think is the most important question that has been asked of a tobacco company witness. And that was: "Doctor -Manning, can you tell us what a carcinogen is?" And this man who is supposed to be in charge of reviewing the scientific literature for the United States Tobacco Company sat there, I had to ask him, you may recall I had to ask him most questions two or three times in order to get any answer out of him; but when I finally got an answer out of him, his answer was, "I don't know what a carcinogen is."

And then a few questions later in frustration, and off the top of my head, I said, "By the way, Doctor Manning, is there anybody else in the United States Tobacco Company that knows more about this subject than you do?" Do you remember his answer?

"No, there is not."

Ladies and gentlemen of the jury, I suggest

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that that kind of evasion is typical of the "snuffspeak" and the evasion of the true issue that have taken place. We have never tried to say that tongue cancer doesn't occur in young people for unknown reasons. All we have tried to say is to get the tobacco company to admit that it occurs in old people for unknown reasons, too. It occurs in every age group for unknown reasons, and that's something that Doctor Westbrook told you was the background incidence of these tongue cancers.

And no, we cannot tell you and there is nothing in this world we can do to convince you or anybody else absolutely that Sean Marsee's tongue cancer was a result of dipping snuff, but that's not what we are here for. We are not here for scientific certainty, and the Court will so instruct you. We are here to make a simple determination of was it more likely than not that Sean's snuff was not the only cause of his tongue cancer, but was a direct cause of his tongue cancer. And that's all there is in this causation question.

And while it is very important to look at all the other things that are involved in snuff, such as the addiction and all the other cancers that it causes in the other parts of the oral cavity, if you

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answer that one question, then those are brought into this thing in large measure just because the evidence is so overwhelming that snuff causes cancer in human beings that there is absolutely no excuse for the tobacco company to have ignored that.

But I am going to try to and slice through all of that for you just a minute and get this thing down to something really, really simple. Before I do that, I want to show you one thing. You have seen It's this chart. It shows nitrosamines this before. in snuff. It doesn't show all 19 of them. 7 of them. And it shows you that out of the 7 that Copenhagen is the highest in NPYR, it's the highest in nitrosomorpholine, it's the highest in nitrosodiethanolamine, it's the highest in nitrosoanabasine, it's the highest in this one, which I cannot pronounce, NNK, -- it is not the highest in NNK, it is right up there, but it is the highest in NNN.

Nitrosomorpholine. Is it a carcinogen and did the tobacco company know about it? Yes. We have this company document to show us that they did.

Right down here -- understand, this has been reported back all the way to '79 or something in their snuff.

But they finally recognized it, and who recognizes

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Thomas Ito, Director of Research and Development it? Services, in a letter to the senior vice-president of manufacturing, Tim Cornell, he gets down here, and they list the nitrosomorpholine and then he says, "Nitrosomorpholine is a relatively potent animal carcinogen."

He talks about the others, but in characterizing the levels of nitrosomorpholine that are found in their snuff products, how does he characterize them? Does he say, "Well, there are just trace amounts"? Does he say, "They are low levels"? Are they small amounts? Medium amounts? No, he doesn't say any of those.

He does tell us what the tobacco company considers those levels to be. And he does it right here, "the high concentration of volatile nitrosamines" that's these four and this one is nitrosomorpholine and it is the highest of those that are considered to be the high concentration.

And how high is it in Copenhagen? It is up to 690 parts per billion. How does that compare with other products? Things like beer, bacon, they're so far off the scale. And this is a log scale. least one of you, I'm sure, understands a log scale. I don't know about the rest of you. If you put this

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on a linear scale, this stuff would be running up the side of the wall of this courtroom-

If you will recall, Doctor Hecht calculated for us and said in order to get the same dose of nitrosamines from beer you would have to drink 1200 quarts a week that Sean Marsee got from four cans of snuff, some enormous number. In order to get that dose of nitrosamines from bacon you would have to eat a ton of bacon a week that Mr. Sean Marsee got from his four cans or four-and-a-half cans of snuff.

Now, I promised you I was going to try to slice through this a little bit and see if I can make it much simpler. If you take away all of the cheek and gum cancer cases, you can take away all the pharynx cases that occur in the back of the throat, take away all the Indian cancer cases, slice all that stuff away, and let me throw you one, simple, straightforward.

Suppose you were a doctor or suppose you are just a mother or a parent, and you got a child or a patient, and the patient comes in to see you and the patient has got a tongue cancer, and it is a young patient, and you haven't seen very many tongue cancers in young people or haven't seen hardly any of And you diagnose it, you look at it, and you

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say, "Son," or "Daughter, do you chew snuff or do you smoke cigarettes?" Those are the two things that are most frequently associated.

"No, I didn't."

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"Did you do any of those things?" "No."

Suppose the child says, "The worst habit I have got is I chew bubble gum all day long, every day, chew it in class. All I do is I chew bubble gum."

You say, "Well, all right."

I don't know what causes this kid's cancer and the mother and the doctor tells them, "Mother and daddy, we don't know what caused this kid's cancer." And that night if the doctor goes home or if you go home and pick up a Time magazine or something or a Newsweek and you open up to the medicine section and you see an article in there that says, "XYZ brand of bubble gum has just been discovered to contain high levels of nitrosomorpholine, a potent chemical carcinogen, a member of that class of potent chemical carcinogens that is known to be the most potent carcinogen known to the world of science, and XYZ brand of bubble gum contains high concentrations of that particular nitrosamine, and laboratory studies

show that very low doses of that particular nitrosamine are causing squamous cell carcinoma of the tongue in laboratory animals," and you read that, and as you do, you get up and go into your child's bedroom and you go through his drawer to find some old bubble gum wrappers and you see that your child has been using XYZ bubble gum, what are you going to say to yourself? What is the doctor, if you take the article to the child's doctor, what is he going to say to himself?

You know the answer, and it's the answer in this lawsuit. You are going to say to yourself we are not certain, but it's clearly more probable than not that that highly potent carcinogen in the bubble gum is what caused my child's cancer of the tongue because it has been causing cancer of the tongue, the same exact kind, squamous cell carcinoma of the tongue, in laboratory animals.

You are not going to sit there and say I'm still going to guess and think it is something mysterious or something that is unknowable or unknown. That is what the tobacco companies always want you to think.

Companies say, "We can't know the cause of cancer." As long as they can stand there and tell

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you "we can't know the cause of any cancer," then they can keep on selling tobacco products and causing cancer forever without anybody being able to do anything about it.

But I don't think, and ask yourselves, but I don't think as parents, as mothers or as doctors if you had that set of facts, the bubble gum thing, that you would attribute the cause to anything other than the bubble gum and the fact that the bubble gum contained the nitrosomorpholine which has been known to be causing cancer of the tongue in laboratory animals.

Ladies and gentlemen of the jury, I think this case in many respects is just that simple. That's why Mr. Jennings didn't talk about nitrosomorpholine and didn't bother to mention to you that Doctor Lijinsky's rats were getting squamous cell carcinoma of the tongue because there was absolutely nothing they could respond to those fundamental facts. They evaded those facts. like by bringing Walt Garrison to this courtroom instead of bringing Richard Manning or Louis Bantle or Per Erik Lindqvist or Hugh Foley, they have avoided bringing you anybody that really knows anything about what is going on inside the company.

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Nitrosomorpholine is not the only nitrosamine in snuff. There are huge amounts of other nitrosamines, carcinogenic nitrosamines, that are in snuff. This tobacco company has known they were in snuff since 1974, two years before Sean Marsee started using any tobacco product. They could have put a warning, and if they had when Betty Marsee caught her son using Skoal and Copenhagen when he was 15 years old or so and was faced with a child who says, "Mom, all the kids in class do it, it is okay, there's not any warnings on it, it has got to be a safe alternative to cigarettes, and if it wasn't safe, there would be warnings, and good people, good athletes like Walt Garrison would not be advertising it on TV," if there had been warnings on it then, there wouldn't have been half or two-thirds of Sean Marsee's school using snuff, because everybody around would have been putting the heat on the kids to quit this dangerous practice.

But I imagine there was a large number of parents out there and a lot of school people out there and certainly a lot of coaches that thought snuff is great, it is not smoking. It is not going to hurt my athletes' wind, and it not going to give them lung cancer.

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And they didn't know to the contrary and as a result snuff through advertising has become an endemic and epidemic practice among young people, so much so that in the study that Tony Axell referred to out of Colorado, he confessed that some 60 percent of the young snuff dippers in that state had snuff dipper's lesions in their mouths. Now, you can quibble all you want to about those leukoplakias being premalignant lesions. You will remember this drawing is a drawing that showed the leukoplakia on the side of Sean Marsee's tongue. You remember the medical records of the doctor who saw Sean Marsee on January 11th, he put down "leukoplakia, right lateral border of the tongue, possible premalignant lesion," and then instructed him to stop dipping snuff.

We don't know to what extent Sean did or didn't stop dipping snuff, but we know that some leukoplakias regress and some have gone so far they don't. And unfortunately for Sean his was in the latter category.

Ladies and gentlemen of the jury, you remember the first thing that United States Tobacco Company did when they found out that they had nitrosamines in huge levels in their snuff products? Did they put a warning on it? No.

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I submit to you, ladies and gentlemen of the jury, it is absolutely unforgivable for United States Tobacco Company to put warnings on snuff products sold in Sweden so that Swedish mothers can have the

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benefit of that, so people that are in the school systems can have the benefit of that, and for that same company to fail to give mothers and fathers and parents and teachers and coaches and everybody else in this country the benefit of the same warnings, unforgivable. It is so unforgivable that it warrants the sort of thing that my law partner wrote on the board over there.

I want to talk about the tobacco company's witnesses for a few moments. I keep thinking I ought to turn to my notes, but I want to do this. didn't tell Doctor Shafer about the nitrosamines in snuff, in particular, nitrosomorpholine. They didn't tell Doctor Ackerman about the nitrosomorpholine in They didn't tell Doctor Helfrick, the oral snuff. surgeon from Houston who abhorred snuff, about the nitrosomorpholine in snuff that was causing cancer of the tongue. He was completely, completely unaware of that when he got on the witness stand.

They didn't tell Doctor Hansen from California about the nitrosomorpholine in their snuff before they put him on the witness stand. They didn't tell Doctor Rohrer about the nitrosomorpholine in snuff before they put him on the witness stand.

And, by the way, Doctor Rohrer, when I first

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talked with him and Dania first talked with him, didn't say what Mr. Jennings said. He said this would be a difficult case to prove because it was not a typical snuff dipper's case. And it's not.

It involves the tongue, but the smoking gun in the hand is standing there over the body of the victim, and the smoking gun is the nitrosomorpholine and it is in the hand of the tobacco company and they have promoted it to innocent young people.

Oh, I'm sure they intended to catch the people that were age 20 to, you know, up in age, and, yes, there is some difficulty in cutting off your marketing to keep it from going to young people, but we don't have to guess at what they intended to do. They have told us what they intended to do. They put it in their documents, Chairman of the Board Louis Bantle, we dug through 800,000 pages of documents to find some of these documents to present to you. have got people sitting out there whose fingers are nearly raw from having dug through documents from the files of the United States Tobacco Company. came up with some of those key documents, and one of those key documents you saw when Chairman Bantle testified, that said in 1968, "We're out to put snuff into the mouths of young people. We're out to create

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a fad in 1968."

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And in 1972 they followed that up and they told us expressly what they were out to do. They started to create a Lotus Project. This was a new project for new users, and we know who their target audience was. It was new users, mainly cigarette smokers. What was their age? Started at age 15. Ιs that consistent with what Walt Garrison told you? don't think it is. I'm not sure Walt knew. I think he probably did. But you know they kept Walt in the dark for a long time, too. They didn't tell him about the problems with nitrosamines for a very long time after they already knew. And to that extent Walt Garrison is just as much a victim of that failure to warn as Sean Marsee was.

Going back to the tobacco company's Their witnesses consisted of one witnesses. pathologist, five dentists, most of which had a master's degree in oral pathology or oral surgery. There weren't any of them, to my knowledge, who have a Ph.D. in either of those specialties. Doctor Binnie astounded me. He was the one that got recruited by Ms. Janet McClendon, one of the lawyers that works for Mr. Finnegan, at a meeting in Amsterdam, and he immediately came over to the

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tobacco company's side and got there on the witness stand and then was so profoundly embarrassed when I started reading him his own article that he had written two years ago or three years ago before he switched sides and went to the tobacco company. And his article flatly laid the blame of oral cancer on the use of tobacco, including snuff.

I don't call those independent witnesses when you see that sort of thing happening. And he was profoundly embarrassed, and I submit to you that that man deserved to be profoundly embarrassed.

Doctor Byers is another question. I believe Doctor Byers is probably a competent general surgeon. He's got a board certification in general surgery. He works at a good hospital in Houston, Texas. He didn't know about nitrosomorpholine, either. He didn't know about the nitrosomorpholine in the bubble gum, and if somebody had filed a suit claiming bubble gum caused cancer of the tongue, he would probably come and testify against the manufacturer of the bubble gum, because he didn't know there was nitrosomorpholine in the bubble gum that was causing tongue cancer, and I wouldn't have blamed him. And he may have felt the same way about snuff, because the tobacco company didn't tell him.

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They knew about it, they had taken Doctor Lijinsky's deposition long before the trial started. They could have told him. And if they had, he would probably have had the same reaction I think that you will have when you think about the bubble gum example.

Talk about the rest of the tobacco company's witnesses. Let's see, we have Dr. Ackerman. Doctor Ackerman wrote a good article in 1948. He said that none of his verrucous carcinoma patients, they were all chewing tobacco and users, and we know chewing tobacco has got a lot smaller level of nitrosamines in it than snuff does. He said that they didn't get the garden variety squamous cell carcinoma, that they got exfoliating, but we know these things come in all varieties of oral cancer.

And then we have Doctor Kent Westbrook. Doctor Westbrook is the only head and neck surgeon that has testified that has ever personally done an epidemiological study on snuff dipper's cancer, the only one that has come to this courthouse with those kinds of qualifications, both in the field of epidemiology and in the field of surgery. But his study showed that of the 55 women snuff dippers in his study 51 or -2, or something like that of them, 55 cheek and gum cancer case, 51 or -2 of them were

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snuff dippers, virtually none of the controls, one or two out of the 55 controls. Yet when he looked at the kind of cancers they were, they came in two different kinds. They came in the outgrowing kind, but even those were not the classic Ackerman verrucous carcinoma.

When you looked at them under the microscope, they were standard squamous cell carcinomas. But about 28 percent of his were the ulcerating kind of squamous cell carcinoma, moderately well-differentiated, just exactly like the ulcerated squamous cell carcinoma that Sean Marsee had on his tongue. That sort of thing (indicating). A raw ulcer. It is not growing out like a wart. is just a raw ulcerative squamous cell carcinoma of the tongue. And that's what Doctor Westbrook found in 28 percent of his patients. That's what Tony Axell found in 6 or 7 out of his 22 patients, was an ulcerating Grade 2 squamous cell carcinoma. Mr. Jennings didn't tell you about that or he forgot to mention it.

That takes us through Doctor Ackerman. got through the oral surgeons. Doctor Hansen from California didn't know about nitrosomorpholine in snuff, didn't know anything about nitrosamines in

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snuff, really not very much. He didn't know that they metastasized, that these cancers metastasized, because the oral cancers are limited to such a small area that he never looks at the cervical lymph nodes under the microscope to see.

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That leaves, I think, besides the oral pathologist, they didn't tell Doctor Rohrer about nitrosomorpholine, either. You know, Doctor Rohrer has written a fine article. He said the study that the tobacco company wants you to disregard, this Winn Study right here, there's a copy of it in evidence, which is a xerox copy, that he didn't tell you that this was not a good study like the tobacco company is trying to tell you today. Doctor Rohrer said it was an excellent study in the article that he wrote in 1982 and published in 1982. Said it was an excellent study. He also in that testimony or in that article said that 86.6 percent of the tongue cancer cases in India occurred in chewing, in users of chewing tobacco. He said a lot of other things about snuff, but he didn't know that nitrosomorpholine was in snuff. He didn't know when I talked with him a year ago, he didn't know until when he came to this trial. He didn't know because I didn't know it until about six or eight months ago. I had a pretty good idea it

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was there, but I didn't know it. I didn't know it was in Copenhagen Snuff, in particular. I knew it was in some snuffs, but I didn't know that it was in Copenhagen Snuff in particular. You know what I had to do to find out? Remember Doctor Hecht and Doctor I don't have it with me here. Remember Hoffmann? the chart where Doctor Hecht and Doctor Hoffmann put up the labels? I had to go to New York City and take their depositions. They were the only witnesses in the country that had that information as to which brand of snuff had how much in the way of nitrosamines.

Ladies and gentlemen, Doctor Arthur Furst, he's a man that used a double standard. He used one standard when he testified in front of the IARC, said that you could prove cancer in humans from epidemiological studies even if all the animal studies were negative. And they came on the witness stand and said, "No, you can't. You have got to have perfect animal and perfect epidemiological studies." He used a standard, he used one standard when he was testifying for the tobacco company and another standard when he was talking to his peers. I suggest that gives you a perfect right to disregard absolutely everything that the man said and

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speculated about. All animal studies that have been done with snuff itself showed on that chart we... constructed in front of you, you couldn't get enough snuff in the mouths of animals, give a sufficient dose of nitrosomines to cause cancer. That's why the animal studies have not shown anything. But if you give nitrosamines to the animals in doses that approximate what people get, then they do get cancer, and they get cancer of the tongue, they get cancer of the oral cavity. You paint them with NNN and NNK inside their mouths, they get tumors all over the insides of their mouths.

Ladies and gentlemen of the jury, we have tried to bring you the finest people we could find. We brought Doctor Lester Breslow. He's president of the International Association of Epidemiologists, but more importantly than that, he's a medical doctor and epidemiologist and he is still presently a director, not a mere staff surgeon like Doctor Byers, but a director of a major regional comprehensive cancer care and prevention center at UCLA called the Johnsson Cancer Care and Prevention Center. It is just as famous in that part of the world as M. D. Anderson is in Texas. He is not a staff surgeon, he's a director of that institution

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and a world famous epidemiologist, and he says snuff causes cancer.

Doctor William Lijinsky is one of the three or four or five leading experts in the world on nitrosamines, probably the leading one in the United Doctor Hecht and Hoffmann are clearly the States. world's leading experts on nitrosamines found in These are the biochemists that do the tobacco. chemical carcinogenesis work. They know more about this than the doctors do, because they are in there in the laboratory doing the experiments, and the doctors are the ones that read their papers. And we brought them to you. We brought every one of them to you that we could. I think we brought you the finest witnesses on that subject that are available anywhere in the world, and they knew about nitrosomines in snuff.

Ladies and gentlemen of the jury, you heard Doctor Lijinsky tell you that there is no other consumer product sold and designed to go into the mouths of human beings that has levels of potent chemical carcinogens anywhere close to those that you see here, except for snuff.

We don't want your sympathy in this case.

We want your hard and cold logic. This tobacco

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company was selling a dangerous product that had extremely high levels of carcinogens and that one of those caused Sean Marsee's tongue cancer. We want your cold applied logic to all of that. There is no way you can bring Sean Marsee back, but you can send a message to the tobacco company that will be heard from here all the way to Greenwich, Connecticut.

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Ladies and gentlemen, in the tobacco company's files I found a document I want to close with. It is in evidence. I am not sure which page it is, I am not even sure precisely what the exhibit number is, but in that document -- it is a marketing research document -- it says, "The image of the product -- " and it talks about perceptions of "product strength" is a common criteria for classifying typical users of different brands. "Hawken, Kodiak, and Silver Creek were frequently seen for "beginners...young men," and Copenhagen is universally regarded as the end of the line for experienced dippers.

Ladies and gentlemen, this is a marketing It is the kind of results of marketing document. research that the tobacco company relies upon statistics for all the time. When there is an 80 percent confidence interval, they are tickled pink

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for marketing data where it's a 95 percent confidence level like in the Deborah Winn study, they so no, no, no, that is statistics you can't rely on it. they would have.

Ladies and gentlemen, the tobacco company admitted that Copenhagen was universally regarded as the end of the line for experienced dippers, and for Sean Marsee Copenhagen was the end of the line.

I thank you. You have been attentive. Ιt has been a very long trial. I trust that justice will be done.

Thank you again.

Your Honor.

THE COURT: Ladies and gentlemen of the jury, we are going to recess for lunch now. We will recess until 1:30. You are obviously at a particularly sensitive point in the trial. You are about to hear the closing instructions of the Court, about to earnestly begin your deliberations, so I can't advise you strongly enough, over the lunch hour don't discuss the case, don't let anyone discuss the case around you. It obviously would be easy for someone at a restaurant table near you to be talking about a case and, if so, you either need to leave or admonish them that you are a juror. But just be very

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1	careful not to discuss the case or let anyone discuss
2	the case around you.
3	We will reconvene at 1:30, and everyone
4	remain seated while the jury exits until 1:30.
-5	(The following proceedings were had OUT OF THE
6	PRESENCE AND HEARING OF THE JURY.)
7	THE COURT: Ladies and gentlemen, at 1:30
8	the Court will give instructions to the jury, and
9	during that period of time we don't allow anyone to
10	come and go, so if you want to hear the instructions,
11	that's fine. They are not particularly lengthy, but
12	plan, if you come in to listen, that you stay during
13	the course of the instructions. We won't allow
14	anybody to come back in or to leave during those
15	instructions.
16	Court will be in recess until 1:30.
17	(The noon recess was had.)
18	AFTERNOON SESSION
19	Thursday, June 19, 1986
20	(The Instructions were here read by the Court.)
21	THE COURT: Will counsel come forward,
22	please.
2.3	(The following proceedings were had AT THE SIDE BAR.)
24	THE COURT: Any objections, additions or
25	substitutions to the instructions? For the

1 plaintiff? MR. BRALY: We object to the form of the 2 instructions given on defect and would suggest that 3 the form of the instruction that we submitted in writing or the form of the instruction as the Court 5 had it prepared yesterday, day before, be given to 6 7 the jury. I am not sure which number it is, but that's 8 the instruction --- 9 You are talking about defect? THE COURT: 10. MR. BRALY: Yes. 11 I know which you mean. 12 THE COURT: Defect or warning? 13 THE CLERK: MR. BRALY: Both. 14 15 Now, I need to see the warning. That is, in 16 addition, we would request the warning instruction 17 that we filed and s-ubmitted or the warning instruction that the Court had prepared yesterday or 18 did day before yesterday at the first instruction 19 20 conference. Anything else? 21 THE COURT: No, I don't have anything else. 22 MR. BRALY: THE COURT: All right. In regard to the . 23 warning instructions, I know there were several 24 suggestions and alternatives, but I am satisfied that 25

the instruction I have given correctly states the law 1 as it presently exists in Oklahoma, and I am 2 satisfied and overrule your objection. 3 The defendants, any objections or substitutions or additions? 5 MR. FINNEGAN: Yes, Your Honor. We object 6 to the instruction dealing with direct cause because 7 it includes a reference to scientific and medical 8 certainty and tells them that they do not have to 9 find to a scientific and medical certainty, and we 10 believe that the instructions should tell them what 11 they should find to not tell them that they don't 12 have to find to a scientific and medical certainty. 13 THE COURT: Again, as previously, I think 14 that correctly states the law and your objection will 15 be overruled. 16 We also object to the MR. FINNEGAN: 17 instruction with regard to the duty to warn because 18 we believe that the instruction should hold the 19 defendant to a standard of a prudent manufacturer, 20 not to the -- what is expected by the consumer. 21 THE COURT: All right. As stated to the 22 plaintiff, I am satisfied that this instruction

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We further object to the

adequately reflects the law, as I read it.

MR. FINNEGAN:

instruction on the rebuttable presumption as it relates to the efficacy of the warning. Our position is that no instruction should be given in a situation of this type because there has been evidence and an instruction of rebuttal of presumption should only be given when there is no evidence.

THE COURT: Well, I gave that instruction on rebuttable presumption, because I am not certain there has been evidence. There may be evidence that the jury would interpret in that respect, but I think it's -- if they don't interpret it in that respect, they are not going to know what the presumption is, so the objection will be overruled.

MR. FINNEGAN: And lastly, we object to the instruction dealing with punitive damages, because we believe that the length of this instruction gives undue evidence to punitive damages and we believe the proper instruction is the Oklahoma uniform instruction.

THE COURT: I will say it was longer than you might have expected, but I think the additions were helpful to the defendant as opposed to harmful. That objection will be overruled, also.

MR. FINNEGAN: Thank you, Your Honor.

THE COURT: Have both of you examined the

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1	verdict form?
2	MR. FINNEGAN: We had earlier.
3	(Handed to counsel).
4	MR. BRALY: The only objection is the line
.5	isn't long enough, Judge.
6	(Handed to counsel).
7	MR. FINNEGAN: Fine with us.
8	THE COURT: Let the record reflect there is
9	no objection to the verdict form. Thank you, ladies
10	and gentlemen.
11	MR. BRALY: Thank you, Judge.
12	( The following proceedings were had IN OPEN COURT.)
13	THE COURT: Let me ask if the six regular
14	members of the jury can continue and deliberate in
15	this cause? Any reason why the six regular members
16	cannot continue and deliberate at this time?
17	There was some indication I received that
18	one juror might be feeling a bit ill. Is that one of
19	the regular jurors? All right. So with that
20	assurance, the I am not sure who is ill
21	THIRD ALTERNATE JUROR: I'm feeling ill
22	today.
23	THE COURT: But the six regular members by
24	their silence assured me that they could continue and
	and and and and

1 be sworn. (The bailiff was here duly sworn by the clerk.) 2 THE COURT: Ladies and gentlemen, I am 3 sending now with the bailiff and he will have the 4 verdict form and the instructions and you will begin . 5 your deliberations. 6 (At 2:25 p.m., the jury retired to commence their 7 diliberations.) 8 (The following proceedings were had OUT OF THE 9 PRESENCE AND HEARING OF THE JURY.) 10 THE COURT: Now, ladies, as you were advised 11 when we commenced this case some five weeks ago, you 12 were alternates, selected as alternates in the case, 13 and you were selected in case for some reason one of 14 the regular members of the jury couldn't continue in 15 16 the case, you would take that person's place. Fortunately, thus far, they have all been able to 17 continue. That possibility still exists, if for some 18 reason during the deliberation one of them became ill 19 or just couldn't continue for whatever reason, there 20 is a possibility we might have to replace that juror 21 with one of you. So I am going to excuse you to go 22 home now; however, I am going to continue with you 23 the admonition not to discuss the case and not to 24

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listen to anything about the case, don't do anything

in regard to the case, don't let anyone discuss the case around you or read anything about the case, because there is a possibility you may be recalled. I think it's not likely, but it's a possibility. frankly have never done this before, kept alternates available, but this has been a long trial and it would be too bad if for some reason one of those persons couldn't continue and deliberate, because it is necessary that six persons decide a case.

So you remain under my admonitions to you. Once a verdict is rendered, you are obviously at that time free to discuss the case or read about the case or listen about the case and voice your opinions about the case, but until that time, until you hear about it or read about the fact that a verdict has been rendered, please continue with my admonitions to you.

Assuming nothing happens between now and the time a verdict is reached, I want to express my appreciation to you for your service over the last five weeks. I think this has been an unusually attentive jury over such a lengthy period of time. have never seen your attention wander at all, and I think in behalf of all the parties, the plaintiffs and defendants and myself, we certainly appreciate it

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and if I don't see you again in connection with this 1 2 case, I hope to have you back as a juror in my 3 courtroom-You are excused. Everyone remain seated while the jury exits. 5 Oh, if you would, before you leave, be sure 6 7 and give her your phone number just in case she could contact you. Thank you very much, ladies. Counsel, I believe you have advised Nancy of 9 10 where you can be located and if you would, just be 11 available in case there are any questions from the 12 jury or we have a verdict from the jury. Otherwise, we will be in recess awaiting a verdict. 13 14 Court will be in recess. 15 MR. BRALY: Thank you, Your Honor. 16 I do anticipate, by the way, that for a 17 verdict we will reconvene in my courtroom. 18 think it will be necessary to come back in here. 19 MR. BRALY: Do you want us to move all these 20 exhibits over? 21 THE COURT: Let's king's X on that. We will 22 use this courtroom until further notice. 23 24 25